

## **REMARKS/ARGUMENTS**

Claims 1, 3-25 and 27-28 are pending in this application. Claims 1, 18, 24 and 27 are currently amended. No new matter has been added. Support for the amendments is found at least at Figures 3A-4B and at page 11, line 7-page 20, line 8.

### **CLAIM REJECTIONS UNDER 35 USC 103**

Claims 1, 8-9, 11-12, 15-20 and 22-23 are rejected under 35 USC 103(a) as being unpatentable over XmlSpy and further in view of Anuff et al. (USP 6327628). Claims 1, 8-9, 11-12 and 15-20, as now amended, are allowable because no combination of XmlSpy and Anuff et al. teaches or suggests all of the elements of any of these claims.

Claim 1, as now amended, recites in combination with other elements a content definition editor that receives a content definition including one or more data types and one or more parameters for each data type, ***and being based on a list of content item properties having assigned IDs, positions and types and being generated for each property by selecting a property type and a property action***; and a content item editor that receives content item information, ***handles each said content item property in said content item property list***, and provides the content item information for storage in the content data structure, ***and in connection with a same content item***, the content definition editor and the content item editor are configured for implementation on a display on content definition and content editor screens, respectively, in separate network browser windows. Neither XmlSpy nor Anuff et al. teaches or suggests, alone or in combination, these advantageous features of Applicants' invention. Claims 8-9, 11-12 and 15-17 are allowable as being dependent upon amended claim 1. Claim 18 is allowable for the same reasons as claim 1, and claims 19-20 and 22-23 are allowable as being based thereon.

Claims 13-14 are rejected under 35 USC 103(a) as being unpatentable over XmlSpy and Anuff et al. (USP 6327628), in further view of Ferrell et al. Claims 13-14 are allowable as being dependent upon claim 1, which as now amended, is neither taught nor suggested by any combination of XmlSpy, Anuff et al. and Ferrell et al. In addition, Ferrell et al. do not teach the recited publication scheduler.

Claims 3, 4, 7, 24, 25, 27, and 28 are rejected under 35 USC 103(a) as being unpatentable over XmlSpy, Anuff et al. (USP 6327628), and Plantz et al. Claims 3, 4, and 7 are allowable as being dependent upon claim 1, which as now amended, is neither taught nor suggested by any combination of XmlSpy, Anuff et al. and Plantz et al. Claims 24 and 27, as now amended, are allowable for the same reasons as claim 1. Claim 25 and claim 28 are allowable as being dependent respectively upon amended claims 24 and 27.

Claims 5, 6, 10 and 21-23 are rejected under 35 USC 103(a) as being unpatentable over XmlSpy, Anuff et al. (USP 6327628), and Yamashita et al. (USP 6,768,558). Claims 5, 6 and 10 are allowable as being dependent upon claim 1, which as now amended, is neither taught nor suggested by any combination of XmlSpy, Anuff et al. and Yamashita et al. Claims 21-23 are allowable as being dependent upon claim 18, which as now amended, is neither taught nor suggested by any combination of XmlSpy, Anuff et al. and Yamashita et al.

It is respectfully submitted that the application is now in condition for allowance. The Examiner's reconsideration and further examination are respectfully requested.

Appl. No. 09/696,627  
Amendment dated December 19, 2006  
Reply to Office Action mailed September 19, 2006

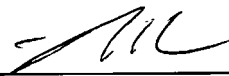
The Commissioner is authorized to charge any deficiencies in fees and credit any overpayment of fees to Deposit Account No. 50-2019. A duplicate page is enclosed.

Respectfully submitted,

JACKSON & CO., LLP

Dated: December 19, 2006

By



Andrew V. Smith  
Reg. No. 43,132  
Attorney for Applicant

JACKSON & CO., LLP  
6114 La Salle Ave., #507  
Oakland, CA 94611-2802

Telephone: 510-652-6418, Ext. 86  
Facsimile: 510-652-5691

Customer No.: 30349

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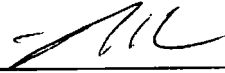
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